

## CLAIMS

1. A product ordering system for supplying products from a production source to a plurality of dealers in response to orders requesting supply of the products, which are placed by the plurality of dealers, according to an order in which the orders are placed, comprising:

estimated sales quantity-setting means for setting in advance an estimated sales quantity of the products to be sold during a predetermined time period, for each of the dealers;

upper limit value-setting means for setting an upper limit value of an order quantity during the predetermined time period, for each of the dealers, according to the set estimated sales quantity and a predetermined coefficient;

ordering means for placing the orders for the products from the plurality of dealers with the production source;

cumulative order quantity-calculating means for calculating a cumulative order quantity during the predetermined time period, for each of the dealers, based on the orders placed by said ordering means; and

order quantity-limiting means for limiting orders for the products in excess of the limit value by the dealer, by comparing the calculated cumulative order quantity and the upper limit value with each other.

2. A product ordering system as claimed in claim 1, wherein said upper limit value-setting means sets the upper limit value as an upper limit value for a second predetermined time period within the predetermined time period, said second predetermined

time period being shorter than the predetermined time period, and

wherein said cumulative order quantity-calculating means calculates a cumulative order quantity during the second predetermined time period, and

wherein said order quantity-limiting means limits orders for the products in excess of the limit value during the second predetermined time period.

3. A product ordering system as claimed in claim 1, further comprising product information-storing means for storing information concerning types of products, and

wherein the predetermined coefficient is set for each of the stored types of products.

4. A product ordering system as claimed in claim 1, further comprising suppliable quantity-setting means for setting a suppliable quantity of the products to be supplied during a unit time period, according to a product production capacity of the production source, and

wherein the predetermined coefficient is set to a larger value as the set suppliable quantity is larger.

5. A product ordering system as claimed in claim 1, further comprising:

suppliable quantity-setting means for setting a suppliable quantity of the products to be supplied during a unit time period, according to a product production capacity of the production source,

cumulative order limitation quantity-calculating means for calculating a cumulative order limitation quantity based on quantities of order limitations by which the orders have been limited by said order

quantity-limiting means, and

delivery time-calculating means for calculating a delivery time based on the suppliable quantity and the cumulative order limitation quantity, and

wherein the predetermined coefficient is set to a smaller value as the delivery time is longer.

6. A product ordering system as claimed in claim 1, wherein said ordering means includes input means for inputting data concerning whether or not buyers of the products are determined, and

wherein said cumulative order quantity-calculating means calculates the cumulative order quantity by accumulating only quantities of orders whose buyers are not determined.

7. A product ordering system as claimed in claim 1, wherein said ordering means includes cancellation means for canceling orders, and

wherein said cumulative order quantity-calculating means calculates the cumulative order quantity by subtracting a cancellation quantity of the orders canceled by said cancellation means from the order quantity.

8. A product ordering system as claimed in claim 1, wherein said upper limit value-setting means includes first storage means for storing the set upper limit value, and

wherein said order quantity-limiting means includes:

second storage means,

updating means for updating the upper limit value by inputting the upper limit value stored in said first storage means to said second storage means every predetermined updating time period, and

comparison means for comparing the upper limit value stored in said second storage means and the cumulative order quantity with each other.